

30 Days & \$30K

Can Designer Karen Sealy make over a cottage with such tight restrictions?

Toronto, Ontario- August 31, 2009 - The challenge began as an idea discussed over a glass of wine – when every idea seems like a good one. At the time, there was no cottage and no plan, just Designer Karen Sealy’s dream of transforming a waterfront cabin on a tight timeline and budget. Karen’s mantra became “30 days and \$30K”, which would only be possible with the help of family and friends.

Karen quickly found a cottage that was sadly neglected and had sat on the market for two years without receiving a single offer. With her offer accepted and a short two-week closing date, the target of this challenge was determined. There wasn’t much time to put the plan together. This project had to incorporate smart, functional design and also have a great look and feel. As the planning began and reality set in, it was looking harder and harder to stay within the budget or the timeframe. The little log cabin had carpenter ants, no insulation, windows that didn’t open, a non-functioning kitchen and shower, and only one bedroom which fit a single bed. The challenge was looking more like an impossible dream.

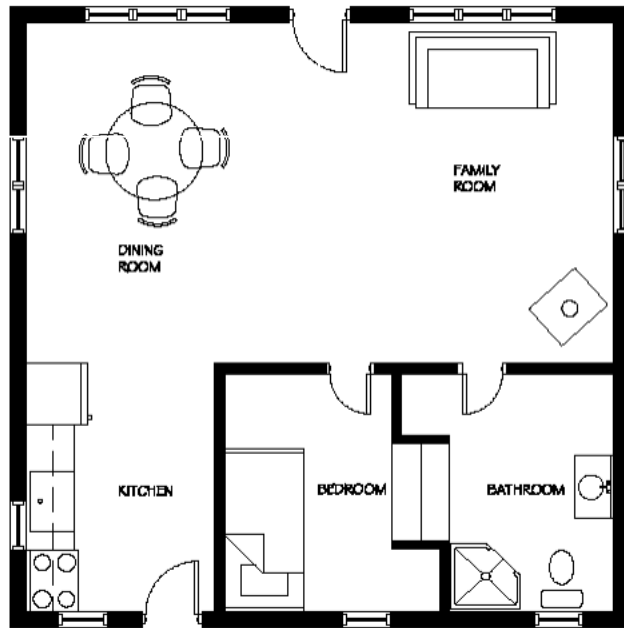
“With such a short timeframe to work within, the goal was to utilize off-the-shelf products. Not only does this save time, but it helps with budget too,” Karen says. “IKEA was a natural choice, since they are a one-stop shop for stylish kitchen cabinets, countertops, appliances and furniture, all at a reasonable price. Then we had to consider the building-related components, such as hardwood, windows, skylights, tankless water heaters, electric heaters, composite decking, wood siding, roof shingles and even a BBQ. Luckily The Home Depot was happy to get involved as well.”

Sealy says she was thrilled to have heavy hitters like The Home Depot and IKEA onboard. They supplied the majority of the bigger items, but she soon realized she’d have to call in more help - BASF for the Walltite ECO spray foam insulation, installed by Insta-Insulation; Benjamin Moore for the paint and stain; Cascade faucets for the bathroom; Langdon Mills for the bathroom vanity; Hunter Douglas for the blinds; inVU for the readymade drapes; Heat & Glo for the propane fireplace installed by Concord Fireplaces; Daltile tile for the shower tile; Blanco for the kitchen faucet and sink; Cercan for the kitchen backsplash; Beaverton Metal Works for the dock brackets; and Gallagher Contracting for putting up the Cape Cod Siding.

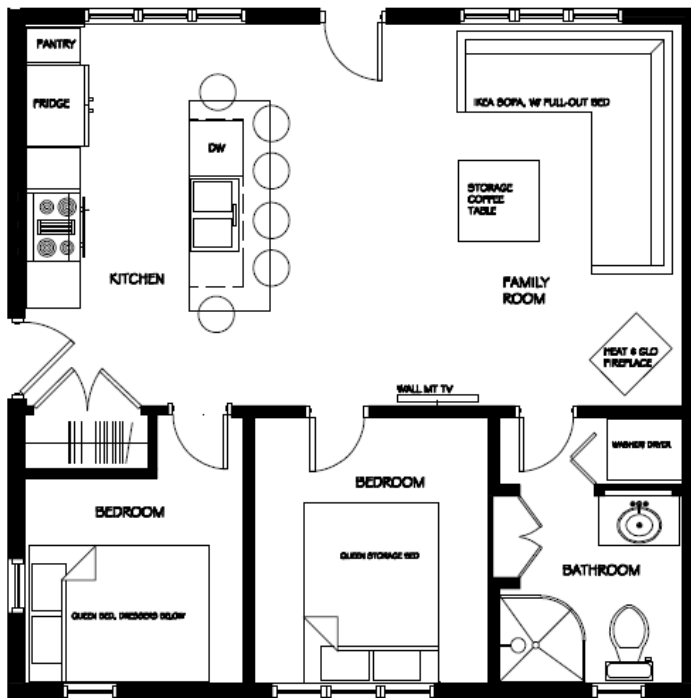
Currently the cottage project is half-way finished, and the pressure is on to make up for time lost because of this year’s wet Ontario summer. The construction team has been made up of family (Karen’s finance, Sean Morris and Father John Sealy), contractors Sealy uses on jobs in Toronto, and trades referred by cottage neighbours. Karen has also been very hands-on - cutting deck boards on the chop saw, shovelling gravel, and insulating the bunkie. To try and make the deadline, it’s all hand on deck, cottage, siding.... and whatever else needs doing.

“Before” and “During” photographs can be found at <http://picasaweb.google.com/sealyorama/Glenrest#>. Updates and more pictures are available, on request. Watch for the final press release which will include a budget and “After” photo’s. Fingers are crossed!

Before floor plan



After floor plan



Before Pictures:



About IKEA- IKEA is a leading home furnishings retailer with 286 stores in 36 countries worldwide, which are visited by 565 million people every year. IKEA Canada has 11 stores which are visited by over 25 million people every year. Last year the ikea.com websites attracted 450 million visitors. Founded in 1943, IKEA's business philosophy is to offer a wide range of products of good design and function at prices so low, the majority of people can afford them. For more information on IKEA, please visit: www.IKEA.ca.

About The Home Depot- Founded in 1978, in Atlanta, Georgia, The Home Depot is the world's largest home improvement retailer, currently operating 2,278 stores, including 178 The Home Depot stores across Canada. In fiscal 2008, The Home Depot had sales of \$71.3 billion and earnings from continuing operations of \$2.3 billion. The Company employs more than 300,000 people, including more than 28,000 Canadians.

About Sealy Design Inc- Sealy Design is one of Canada's leading boutique design firms, with a team of junior through senior Interior Designers, Stylists and Project Managers to efficiently manage residential and commercial projects. Founder Karen Sealy is a regular decor expert on CityLine TV, has spoken at countless international trade shows and events, and is featured regularly in national and international magazines and newspapers.

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